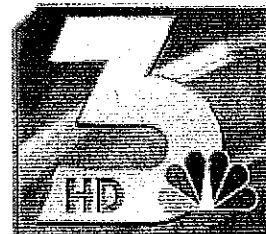


ORDER

KSNV

Orders
Order / Rev: 103544 /
Alt Order #: 06829899
Product Desc: HELLER FOR SENATE
Estimate:
Flight Dates: 08/22/12 - 08/28/12
Original Date / Rev: 06/26/12 / 07/16/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Strategic Media Services, Inc.
Buying Contact:
Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heller, Dean for U.S. Senate - Revised
Demographic: A35+
Product Codes: PLC01
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 07/30/12 | 08/26/12 | 32 | \$23,500.00 | \$19,975.00 |
| 08/27/12 | 08/28/12 | 18 | \$13,600.00 | \$11,560.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|--------------------|--------------------|-------------|
| August 2012 | 32 | \$23,500.00 | \$19,975.00 | 0.00 |
| September 2012 | 18 | \$13,600.00 | \$11,560.00 | 0.00 |
| Totals | 50 | \$37,100.00 | \$31,535.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|--------------|
| KSNV | 23% | \$37,100.00 |
| Market | 100% | \$161,304.35 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBIR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 36% | \$58,069.57 |
| KLVS | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 18% | \$29,034.78 |
| KTUD | 1% | \$1,613.04 |
| KVVU | 15% | \$24,195.65 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 7% | \$11,291.30 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|----------|----------|---------------------------|-------|----------------|---------|-----|-------|----------|-----|------|------|-------|------------|
| E 1 | KSNV | 08/22/12 | 08/24/12 | M-F 5-6a WakeUp w/WagM | | 5-6a | --WTF-- | :30 | 3 | \$400.00 | 1 | 0.00 | NM | 3 | \$1,200.00 |
| | | | | M-F 5-6a WakeUp w/Wagners | | | | | | | | | | | |

NEWS

Start Date **End Date** **Weekdays** **Spots/Week** **Rate** **Rating**

Order / Rev: 103544
 Alt Order #: 06829899
 Flight Dates: 08/22/12 - 08/28/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 1 | KSNV | 08/22/12 | 08/24/12 | M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners | CM | 5-6a | --WTF-- | :30 | 3 | \$400.00 | 1 | 0.00 | NM | 3 | \$1,200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | --WTF-- | | | | | 3 | \$400.00 | | 0.00 | | | |
| E 2 | KSNV | 08/27/12 | 08/28/12 | M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners | CM | 5-6a | MT----- | :30 | 2 | \$400.00 | 1 | 0.00 | NM | 2 | \$800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/27/12 | 09/02/12 | MT----- | | | | | 2 | \$400.00 | | 0.00 | | | |
| E 3 | KSNV | 08/27/12 | 08/27/12 | M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners | CM | 6-7a | M----- | :30 | 1 | \$700.00 | 1 | 0.00 | NM | 1 | \$700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/27/12 | 09/02/12 | M----- | | | | | 1 | \$700.00 | | 0.00 | | | |
| E 4 | KSNV | 08/22/12 | 08/22/12 | M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners | CM | 6-7a | --W---- | :30 | 1 | \$700.00 | 1 | 0.00 | NM | 1 | \$700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | --W---- | | | | | 1 | \$700.00 | | 0.00 | | | |
| E 5 | KSNV | 08/23/12 | 08/23/12 | Today Show Today Show | CM | 658a-9am | ---T--- | :30 | 1 | \$1,400.00 | 1 | 0.00 | NM | 1 | \$1,400.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | ---T--- | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| E 6 | KSNV | 08/28/12 | 08/28/12 | Today Show Today Show | CM | 658a-9am | -T----- | :30 | 1 | \$1,400.00 | 1 | 0.00 | NM | 1 | \$1,400.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/27/12 | 09/02/12 | -T----- | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| E 7 | KSNV | 08/28/12 | 08/28/12 | M-F Today Show II 3rd Hour M-F Today Show II | CM | 9-10a | -T----- | :30 | 1 | \$500.00 | 1 | 0.00 | NM | 1 | \$500.00 |
| TODAY II | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/27/12 | 09/02/12 | -T----- | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 8 | KSNV | 08/22/12 | 08/24/12 | M-F Today Show II 3rd Hour M-F Today Show II | CM | 9-10a | --W-F-- | :30 | 2 | \$500.00 | 1 | 0.00 | NM | 2 | \$1,000.00 |
| TODAY II | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | --W-F-- | | | | | 2 | \$500.00 | | 0.00 | | | |
| E 9 | KSNV | 08/22/12 | 08/24/12 | M-F Today Show III 4th Hour Today 4th Hour | CM | 10am-11am | --WTF-- | :30 | 3 | \$325.00 | 1 | 0.00 | NM | 3 | \$975.00 |
| TODAY III | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | --WTF-- | | | | | 3 | \$325.00 | | 0.00 | | | |
| E 10 | KSNV | 08/27/12 | 08/28/12 | M-F Today Show III 4th Hour Today 4th Hour | CM | 10am-11am | MT----- | :30 | 2 | \$325.00 | 1 | 0.00 | NM | 2 | \$650.00 |
| TODAY III | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/27/12 | 09/02/12 | MT----- | | | | | 2 | \$325.00 | | 0.00 | | | |
| E 11 | KSNV | 08/27/12 | 08/28/12 | Noon News Noon News | CM | 12-1230pm | MT----- | :30 | 2 | \$425.00 | 1 | 0.00 | NM | 2 | \$850.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/27/12 | 09/02/12 | MT----- | | | | | 2 | \$425.00 | | 0.00 | | | |
| E 12 | KSNV | 08/23/12 | 08/24/12 | Noon News Noon News | CM | 12-1230pm | ---TF-- | :30 | 2 | \$425.00 | 1 | 0.00 | NM | 2 | \$850.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | ---TF-- | | | | | 2 | \$425.00 | | 0.00 | | | |
| E 13 | KSNV | 08/22/12 | 08/24/12 | | CM | 5-630p | --WTF-- | :30 | 6 | \$1,000.00 | 1 | 0.00 | NM | 6 | \$6,000.00 |

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------|------|-------------------|-----------------|--|-------|-------------------|---------|-------------|-------|---------------|-----|------|--------|-------|-------------|
| E 23 | KSNV | 08/25/12 | 08/26/12 | Sa-Su Early News Sa-Su Early News | CM | 5pm-630pm | -----SS | :30 | 2 | \$650.00 | 1 | 0.00 | NM | 2 | \$1,300.00 |
| NEWS | | | | | | | | | | | | | | | |
| E 24 | KSNV | 08/26/12 | 08/26/12 | Sunday Today Sunday Today | CM | 7a-8am | -----S | :30 | 1 | \$625.00 | 1 | 0.00 | NM | 1 | \$625.00 |
| SUN TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S | | 1 | | \$625.00 | | 0.00 | | | | | |
| E 25 | KSNV | 08/26/12 | 08/26/12 | Sports Night in Las Vegas Sports Night in Las Vegas | CM | Sun 1135p-1200a | -----S | :30 | 1 | \$400.00 | 1 | 0.00 | NM | 1 | \$400.00 |
| SPORTS NIGHT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S | | 1 | | \$400.00 | | 0.00 | | | | | |
| | | | | | | | | | | | | | Totals | 50 | \$37,100.00 |